

# NET-A-PORTER

## NET-A-PORTER CELEBRATES INCREDIBLE WOMEN WITH 20 EXCLUSIVE T-SHIRT DESIGNS SUPPORTING WOMEN FOR WOMEN INTERNATIONAL ON INTERNATIONAL WOMEN'S DAY

**February 28, 2020** – NET-A-PORTER marks International Women's Day on March 8 with the launch of 20 exclusive t-shirts. Now in the third year of partnership with Women for Women International, 100% of NET-A-PORTER proceeds will be donated to the charity which helps women living in war-torn countries to rebuild their lives.

Signalling NET-A-PORTER's 20<sup>th</sup> anniversary, 20 iconic brands and female designers were invited to submit designs, including Stella McCartney, Gabriela Hearst, ALEXACHUNG, Isabel Marant, Amina Muaddi, Carine Roitfeld, Jimmy Choo, ROTATE, Bernadette, Rosie Assoulin, STAUD, The Attico, The Range, The Frankie Shop, GANNI, Nanushka, Charlotte Tilbury, Cecilie Bahnsen, Roxanne Assoulin, alongside a NET-A-PORTER x Ninety Percent collaboration.

Each t-shirt reflects the designer's personal interpretation of women's empowerment and strength. The NET-A-PORTER x Ninety Percent design calls out all 'Incredible Women', while The Attico's Let Your Hair Down t-shirt inspires women to feel confident and comfortable in their own skin. Stella McCartney evokes a sense of sisterhood and compassion, featuring an illustration from her FW19 campaign, where women come together in mutual support and love of the earth. Bernadette uses a rose motif to comment on how femininity can be both beautiful and fierce. ROTATE brings to life their values in the hope of inspiring a better future, while Isabel Marant's vibrant You Go Girl! motivates and applauds women. The Frankie Shop drives the conversation about inclusivity, demanding that we continue to talk about women's rights, whilst personifying female bravery through strong padded shoulders, inspired by women who are ready to roll-up their sleeves and fight for change. GANNI's bright and colourful design elevates the strength and power of a united front, connecting women globally, while Jimmy Choo's tongue-in-cheek wordplay tells us to *Choos* women.

All profits from the collection will go towards Women for Women International's critical work helping women survivors of war to rebuild their lives and create lasting change in their communities. The organization enrolls women living in some of the world's most dangerous places on a year-long training program where they learn about their rights, health, a vocational skill and form a support network of women with similar experiences. Since 1993, Women for Women International has helped over half a million women by providing them with the tools and resources to move from crisis and poverty to stability and self-sufficiency. Their stories are a true testimony of courage and resilience.

Following the success of the 2018 and 2019 partnerships, NET-A-PORTER's campaigns raised enough to support over 300 women through the charity's year-long training program. NET-A-PORTER continues to reinforce its commitment for a third year to support the empowerment of women, whilst cultivating and inspiring a ripple effect of change across the globe.

*"This is such a meaningful project for us at NET-A-PORTER. We feel incredibly honoured to be raising money for Women for Women International by bringing together inspiring and creative women from our industry in support of the charity's critical work."* **Alison Loehnis, President NET-A-PORTER & MR PORTER**

*“Our International Women’s Day campaign perfectly embodies the sentiment that so much can be achieved when women come together. 20 years of NET-A-PORTER and 20 awe-inspiring designers, standing alongside women who are often forgotten and left behind after experiencing indescribable trauma. We are so grateful to everyone involved and this year hope to raise enough funds to transform the lives of hundreds more women survivors of war.”* **Brita Fernandez Schmidt, Vice President for Europe & External Relations, Women for Women International**

## **About NET-A-PORTER**

Since June 2000, NET-A-PORTER has delivered incredible fashion for incredible women. From more than 800 of the world’s most coveted designer brands, including Gucci, Chloe, Balenciaga, Saint Laurent, Balmain, Prada, and Stella McCartney, to more than 200 specialist beauty brands, NET-A-PORTER delivers the ultimate curation of product and content – plus new arrivals on site three times a week. A pioneer of innovation, NET-A-PORTER speaks to a global monthly audience of seven million female luxury consumers, fans and followers and features a fully dedicated editorial vertical with PORTER, which is presented in the style of a fashion magazine and is renowned for its award-winning content. NET-A-PORTER champions unparalleled customer service – offering express worldwide shipping to more than 170 countries (including same-day delivery to Manhattan, London and Hong Kong and next-day delivery to the UK, US, Germany, France, Australia and Singapore), a seamless shopping experience across mobile, tablet, desktop, email and telephone, luxurious packaging, easy returns and a multi-lingual customer care and personal shopping team that is available 24/7, 365 days a year.

[www.net-a-porter.com](http://www.net-a-porter.com)

## **About Women for Women International**

When there is an outbreak of war or violence, women suffer most – they experience trauma, sexual violence and the death of loved ones. After the conflict is over, the world’s attention moves on, but these same women are left to rebuild their families and communities.

Women for Women International supports women who live in some of the world’s most dangerous places. Women enrol on the charity’s year-long training programme, where they learn how to earn and save money, improve their family’s health and make their voices heard at home and in their community.

Since 1993, the charity has helped over half a million marginalised women survivors of war in Afghanistan, Bosnia and Herzegovina, the Democratic Republic of Congo, Iraq, Kosovo, Nigeria, Rwanda and South Sudan.

With over fifty brutal armed conflicts across the globe, there’s never been a greater need to support women survivors of war. With your help, women can graduate from the Women for Women International programme with the skills, knowledge and resources to become successful entrepreneurs. They will pass on their knowledge to their neighbours and children, creating a ripple effect.

Join the Sisterhood: sponsor a woman through the year-long training programme for £22 per month and help change the world one woman at a time.

Find out more at [womenforwomen.org.uk](http://womenforwomen.org.uk) or follow @WomenforWomenUK on social media.

UK Charity Registration Number: 1115109